

George Tilley

From: Carolyn [carolynchaplin@gov.nl.ca]
Sent: October 19, 2005 10:45 PM
To: George Tilley
Subject: Re: Checking in

We should keep in touch on the budget stuff - Minister Sullivan and I are pretty tight and we have made progress on some fronts (you just need to arm me with information and I'll find a way to sell it).

You're right on the cancer issue - I think it was the right decision to wait it out a bit, but may have ramped up patient notification piece once it was clear issue was breaking. A technical briefing for media may have been good as well - but hindsight is 20/20. Would be a good case study for communications analysis - I may use it in a future issues mgmt training exercise. that's another pet project I want to drive - government's overall emergency response.

Anyway - thanks for the quick reply. When your schedule settles a bit (and before the budget consultations end) we should get together for breakfast.

Keep in touch

-----Original Message-----

From: "George Tilley" <George.Tilley@hccsj.nl.ca>
Date: Wed, 19 Oct 2005 22:16:59
To: <carolynchaplin@mobility.blackberry.net>
Subject: Re: Checking in

Hi Carolyn, good to hear from you. I was out walking the dog when your message came in.

The lab issue is certainly hanging on. We have had multiple discussions about the path we took on this, still believing it was in the best interest of the patient. Having said that I think it is safe to say that it was a catch 22. Not everyone would agree in the end.

I am somewhat disappointed with the Cancer Society comments. We have been briefing Peter Dawe, but it seems to have been of little benefit, at least from the media perspective. Obviously we are over sensitive and I recognize that everyone has a job to do.

Unfortunately the usual editing of the interviews that Bob Williams has done always seems to cut some of key messages short. So this weekend we will be putting ads in the various newspapers across the Province explaining what this is all about. Tomorrow we will start calling patients to advise where their specimen is in terms of the expected availability of the retest results and in some cases provide results where we have them.

I have talked to the CEO of Mount Siani to see if we can expedite the retesting process. I have also started investigating where we can put this issue nationally since this appears to be more than a local problem. One of my CEO colleagues in Ontario, who is also an oncologist told me earlier tonight..... It is a grey test.

On the budget issue I am feeling we are heading in the wrong direction. The restructuring savings put forward by Treasury Board are proving to unrealistic, the devolving of services from the department costly, and the typical annual growth in health care costs are clearly out of reach. Getting savings through staff reduction seem impossible, particularly in the rural.

I have a growing concern that the expectations for this organization are beyond reach.

In any event we will continue to do our best!

George

George Tilley

President/CEO
Eastern Health
(Sent from my Wireless Handheld)

-----Original Message-----

From: Carolyn <carolynchaplin@gov.nl.ca>
To: George Tilley <George.Tilley@hccsj.nl.ca>
Sent: Wed Oct 19 21:01:33 2005
Subject: Checking in

George,

Just checking in to see how you are making out with the breast cancer retesting issue - it seems to really be sticking in the media. Media seems to be losing the message that work was on-going behind the scenes while awaiting test results. Unfortunate it played out this way.

Hope all is well. Am sure we'll soon cross paths as we're heading into budget process. I'm going to be leading the budget communications across govt this year and now have the comm lead for all govt ATIPP requests as well. Still have a soft spot for health, however - hopefully that will be an asset at budget time.
Sent via BlackBerry on the 1X network.

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